CEB
Carbon Emission
Blockchain

Index

Introduction

Due to extensive industrial activities of humans, environmental pollution is becoming increasingly severe. The substantial emissions of greenhouse gases such as carbon dioxide, methane, and nitrous oxide have led to global warming. Global warming has profound effects on ecosystems and human life, including extreme weather events, glacier melting, and rising sea levels.

In 2020, the global spread of the COVID-19 virus exacerbated international conflicts, triggering contradictions accumulated over the long term in the global financial and policy systems based on fiat currencies. In this context, how can we break down barriers in the international financial markets, prevent the current economic crisis, ensure steady growth of investors' assets, and halt the depreciation of fiat currencies?

To address these serious challenges, an increasing number of countries and organizations worldwide are taking actions to reduce greenhouse gas emissions, achieve carbon neutrality, and protect our environment, while also ensuring stable growth of investors' assets.

The success of the blockchain Web3.0 open-source ecosystem, decentralized file sharing, and public cryptocurrencies has made people realize that decentralized internet protocols can be used to significantly improve social and economic infrastructure. We have witnessed the emergence of specialized blockchain applications such as Bitcoin (cryptocurrency) and the popularity of smart contract platforms like Ethereum, as well as numerous other distributed applications offered by Binance Smart Chain (BSC).

Background

In the current global trend of carbon neutrality, CEB will serve as an incentive mechanism to encourage individuals and businesses to take actions to reduce carbon emissions. Carbon neutrality has ushered in a development opportunity, and the future of the new energy sector will see a significant decline in the use of resources such as oil and coal, and the development of new energy represented by solar energy, wind energy, and hydrogen energy.

If there is a model that can easily acquire digital assets in a simple gameplay while encouraging the reduction of carbon emissions, it will definitely become a trend in the blockchain era. CEB can use a new model to help expand the volume of digital asset transactions in carbon trading by making some transactions completely recorded outside the ledger. This approach is very suitable for the field of privacy-protection payments and can meet a wider range of expansion needs. The greatness of decentralization is the ability to compete with the dominant forces of the universe and enables civilization and ideas to develop forever.

The project provides participants with an efficient, transparent and easy-to-use platform through integration with the global carbon trading market. By encouraging the adoption of energy-saving technologies, the project will help mitigate the effects of global warming and climate change. On this platform, individuals and businesses can buy and sell carbon emission rights to achieve carbon emission reductions.

Breakthrough

In 1964, Paul Baran of RAND Corporation published a paper on distributed communication networks, introducing the concept of a global network with decentralized social behavior. In 1969, the Advanced Research Projects Agency (ARPA, later renamed DARPA) of the United States Department of Defense initiated the ARPANET project, which can be considered the precursor to the Internet. ARPANET aimed to establish a robust and distributed communication network that could withstand extreme circumstances, such as nuclear warfare, so as to ensure continuity of communication.

In 1969, ARPANET successfully connected computers at the University of California, Los Angeles (UCLA), Stanford Research Institute (SRI International), University of California, Santa Barbara (UCSB), and the University of Utah. BBN Technologies (at then known as Bolt, Beranek and Newman) played a crucial role in developing the first packet switching device, the Interface Message Processor (IMP). It wasn't until the introduction of the TCP/IP protocol in the 1980s that the Internet truly began to evolve into a global network, marking the beginning of the Internet era.

The Internet has significantly increased the speed of modern information exchange and enhanced the efficiency of economic development. With further advancements in infrastructure such as mobile terminals and 5G, its advantages in bypassing intermediaries are poised to make deeper impacts in industries like finance. The next generation of financial technology based on the Internet, represented by payment systems, artificial intelligence, blockchain, cloud computing, and big data, will soon transform human production and lifestyles, becoming a new driver of real economic growth.

The explosive development of blockchain technology has brought about numerous revelations for developers. Is there a model that can sustain continuous supply and demand, and address issues like inflation or currency

shortages? The Federal Communications Commission (FCC) in the United States established the Blockchain Encryption Foundation and allocated substantial funds for research.

The potential applications of blockchain technology are increasingly recognized across various industries such as finance, IoT, and supply chain management. Its decentralized nature, security features, and traceability make it an effective tool for addressing pain points in traditional sectors. Applications like cross-border payments, smart contracts, and digital currencies in the financial sector continue to advance, further enhancing efficiency and transparency.

On this platform, individuals and businesses can purchase and sell carbon credits to reduce carbon emissions. Participants can use CEB to improve production processes, adopt more environmentally friendly equipment and technologies, and enhance energy efficiency, thereby lowering their carbon footprint. This allows them to earn higher returns in the global carbon trading market, further driving the carbon neutrality process.

The project also promotes environmental conservation principles, encouraging individuals to focus more on environmental protection. By joining this platform, participants can assess their carbon emissions, discover methods to reduce them, and take corresponding actions. This enables individuals and businesses to better understand the impact of environmental measures on global climate change and actively participate in carbon neutrality efforts.

In summary, the project aims to advance global carbon neutrality efforts by providing a reliable, efficient, and user-friendly platform for individuals and businesses to engage in carbon emission reduction actions. Through the adoption of clean energy and environmental technologies, we can expect a greener, more sustainable future. In tackling the challenges of global climate change, projects like these will play a crucial role.

By integrating with the global carbon trading market, blockchain technology

can provide participants with an efficient, transparent, and user-friendly platform. Additionally, the decentralized characteristics of blockchain technology help reduce transaction costs and enhance the efficiency of carbon trading, thereby promoting global carbon neutrality efforts.

It's worth noting that as blockchain technology continues to deepen its applications in environmental protection, we will witness the emergence of more innovative applications and new business models. For example, environmental companies can leverage blockchain technology to offer more personalized services, incentivizing users to participate in carbon reduction efforts. Moreover, government agencies can utilize blockchain technology for real-time monitoring and management of carbon emissions, thereby improving policy implementation effectiveness.

In conclusion, blockchain technology holds immense potential in the field of carbon neutrality and environmental protection, contributing to global efforts in carbon reduction and climate change mitigation. Through technological innovation and cross-sector collaboration, we have the confidence to achieve a sustainable future. Throughout this process, blockchain technology will increasingly play a critical role as a key force driving the development of global carbon neutrality and environmental protection initiatives.

CEB is the world's first international cryptocurrency based on green finance, perfectly connecting global consensus and mission. The integration of CEB with carbon credits will undoubtedly redefine the application of virtual currencies in the financial sector, enabling their real-world applications. The development of a green ecological environment, anticipated collectively by humanity, will be supported and pursued as an important goal through the application of CEB worldwide.

Operation Mechanism

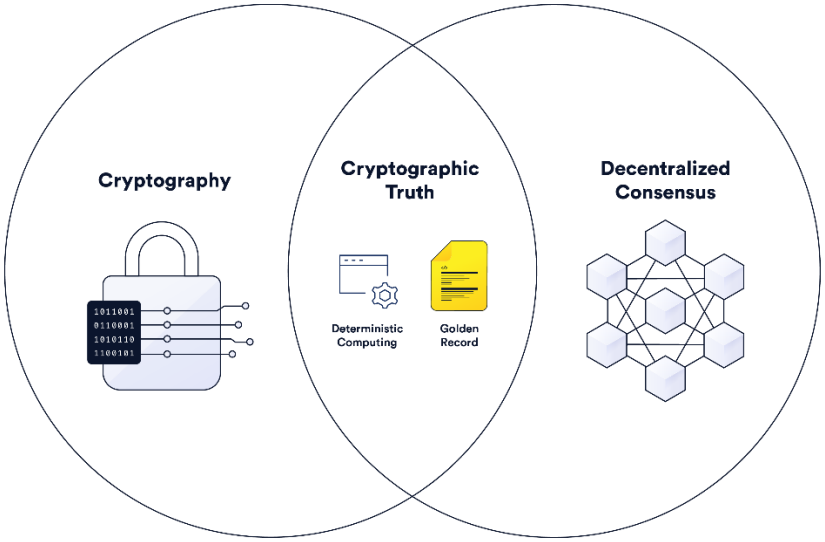
CEB starts from a new perspective, based on the distributed characteristics of blockchain, cryptography and other technical means and token design, provides a new blockchain solution for the development of big data economy, breaks through the existing technical bottlenecks, reshapes the perfect economic model, and realizes a higher application of Satoshi Nakamoto's decentralized concept!

CEB is determined to build a new and reliable business value network, so that investors' assets can grow steadily, deflation can be moderate, legal currency can no longer depreciate, and build a benign era of environmental protection economy.

The fluctuation of currency prices is mainly caused by various complex algorithmic problems in the blockchain data economy. In order to solve the complex algorithmic problems in the blockchain data economy, it is necessary to reconstruct the data collection, storage, calculation and exchange methods of traditional Internet organizations. More specifically, to solve the complex environment faced by the data economy, we need a consensus-based data infrastructure service that is simple, transparent, decentralized, and efficient. .

The CEB platform is based on the distributed characteristics of the latest WEB 3.0 blockchain, cryptography and other technical means and token design, providing a new blockchain solution for the development of big data environmental protection economy. Web3.0 came into being because centralized institutions cannot guarantee security, fairness and transparency when managing financial and social infrastructure. Web3.0, built on a distributed network with trust minimization, such as blockchain and oracle, uses cryptography, consensus protocols and mechanism design to manage digital infrastructure. It does not need to trust human third parties but uses technology to achieve security, which is the so-called "encrypted facts". CEB is not only the founder of the new Web3.0 carbon environmental protection ecosystem, but

also a weathervane in the field of Internet digital technology. In Web3.0 blockchain technology, Oracle is an important component used to provide real-world data and information to smart contracts.



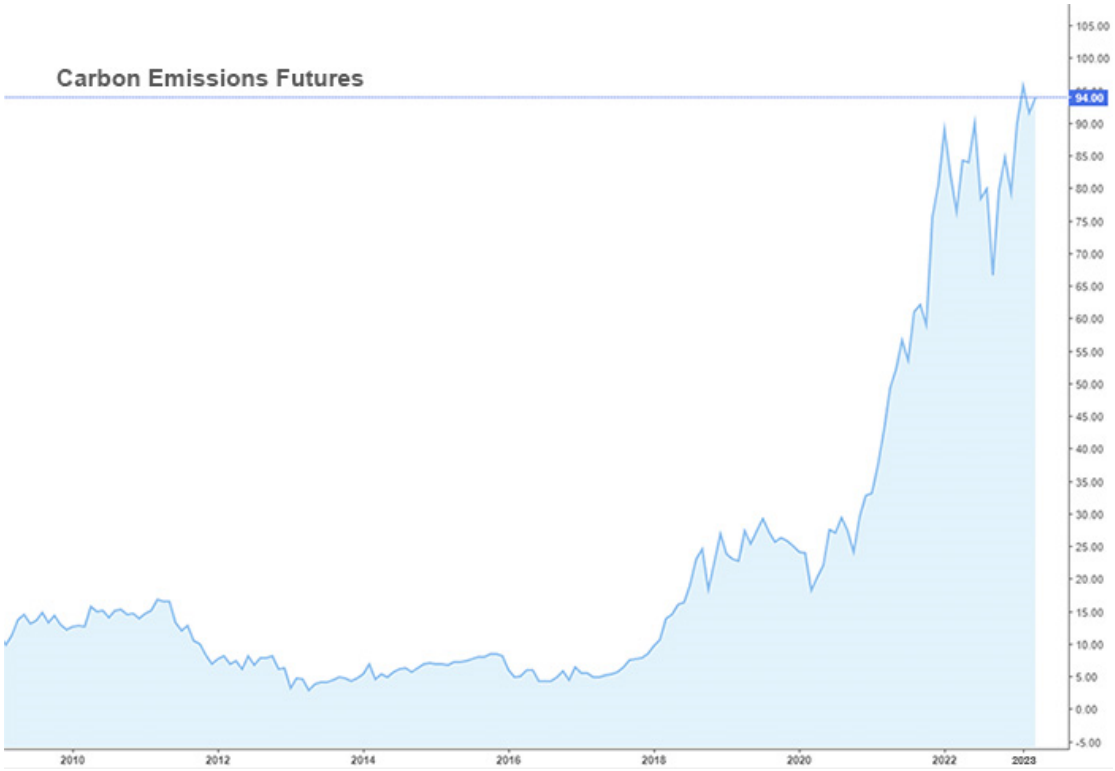
CEB uses the most cutting-edge Ethics-Hash encryption protocol and respects the native security of Ethereum, making the mining algorithm of CEB tokens more resistant to potential threats brought by hash collisions.

In order to allow more people to participate and obtain high returns, CEB makes the consensus mechanism of DPos mining fairer and more suitable for the BSC main network, and adopts a high-standard mining protocol. Cryptographic Hash Functions: Use SHA-3 (Keccak-256) as its default hash function. Hash functions are used to convert data of any length into a hash value of fixed length, and are irreversible, unique, and highly secure.

Industry Development Advantages

Huge growth potential!

As the global carbon emissions trading market gradually matures and expands, the market size of the carbon neutrality industry is also expanding. According to a report by the International Carbon Action Partnership (ICAP), the global carbon market trading volume in 2021 was about 11.4 billion tons of carbon dioxide equivalent (CO2e), and it is expected to continue to grow in the next few years. At the same time, the global carbon market is also developing rapidly, and more and more companies and individuals are beginning to pay attention to and participate in carbon neutrality actions.

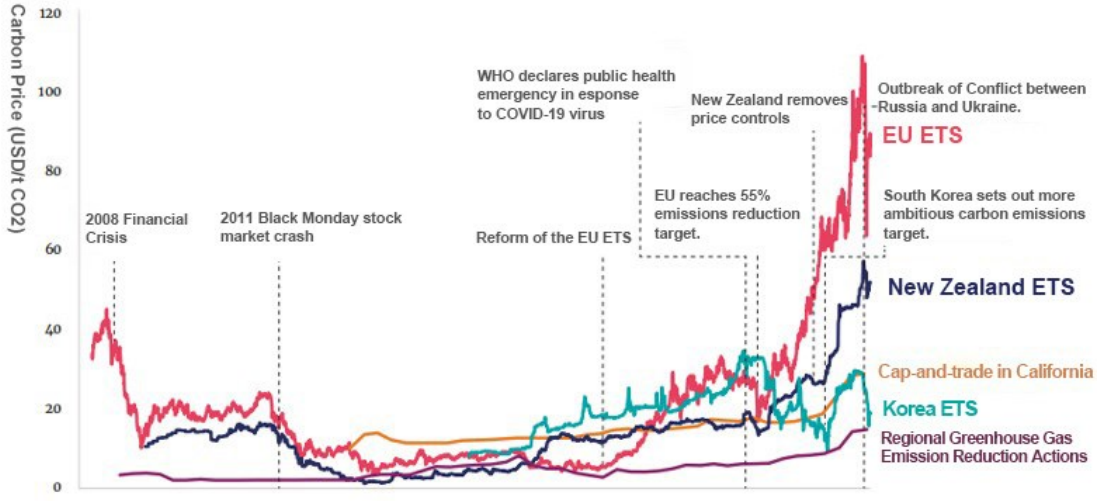


As the scale of the carbon market expands, the market value is also rising year by year. According to the International Carbon Action Partnership, between January 2021 and January 2022, the average price of carbon dioxide emissions in four out of the world's five major carbon emission trading systems rose by more than 40%. This market value is mainly concentrated in the compliant carbon market, but the value of the carbon market is also increasing. In the next

few years, the market size and value of the carbon neutrality industry are expected to expand further. With the acceleration of actions by countries around the world to address climate change and the support of government policies, the carbon neutrality industry will usher in more development opportunities. In addition, the demand for carbon neutrality from enterprises and individuals will continue to grow, further driving the increase in market size and value.

Renewable energy investments

The development of the carbon neutral industry depends largely on investment in energy-saving technologies. According to the International Energy Agency (IEA), global investment in renewable energy reached US$302 billion in 2020, and it is expected that by 2025, global investment in renewable energy will grow to nearly US$400 billion per year. These investments will drive the development of the carbon neutral industry and create more value for investors.



Carbon Capture and Storage (CCS) Technology

CCS technology is crucial to the carbon neutral industry. According to a report by the Global CCS Institute, there are 89 large-scale carbon capture and storage projects around the world as of the end of 2022. The total investment in these projects exceeds US$35 billion, indicating that the carbon neutral industry will attract more investment in the future.

Token Economy Model

Token value:

CEB is linked to carbon emission offsets, that is, each CEB represents a certain amount of carbon emission offsets. For example, using CEB can offset a certain amount of CO2e. As the global demand for carbon emission reduction increases, the value of CEB will gradually rise.

Issuance and distribution:

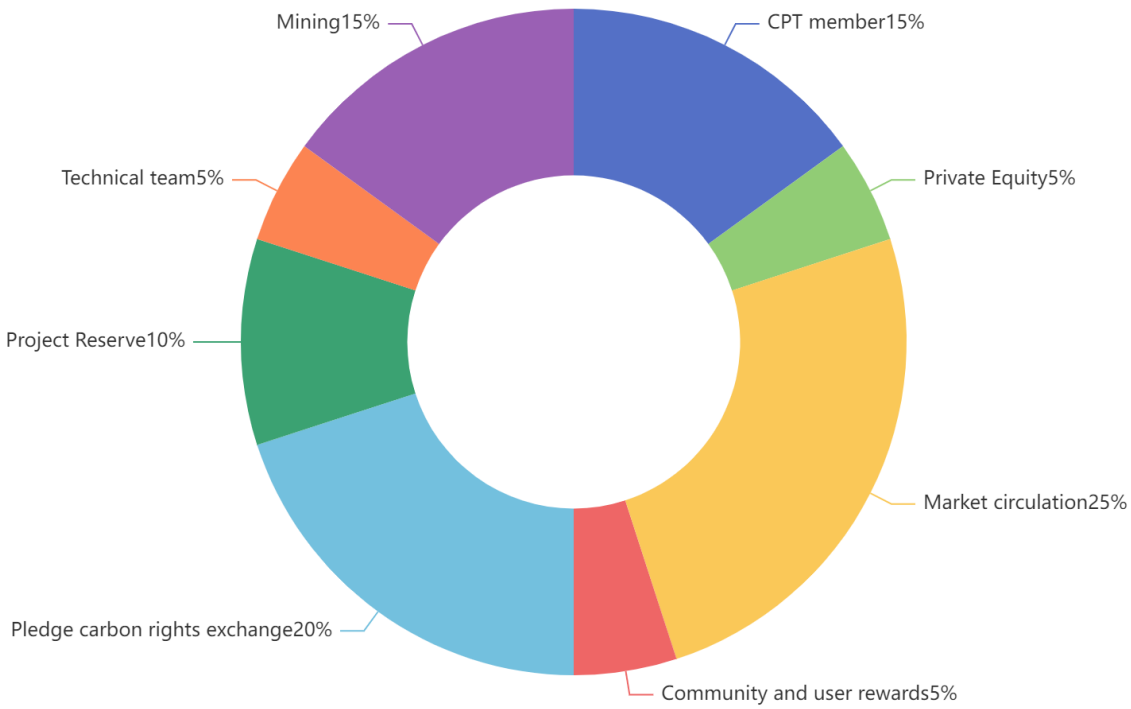
Token name: CEB (Carbon Emission Blockchain)

Total issuance: fixed issuance of 1 billion CEB tokens

Issuance agreement: As a BEP-20 token on Binance Smart Chain, the initial value will be set at 0.1 USDT per token.

- CPT carbon credit platform and member quota: 15% - used to incentivize platform users and members.
- Private equity subscription: 5% - raise funds from early investors.
- open market circulation sale: 25% - provide liquidity for market participants.
- Community and user rewards: 5% - reward community participation, feedback, content creation, etc.
- Pledged carbon credit redemption: 20% - redeem at EU carbon market price.
- Project Reserve: 10% - 48 months lock-up period, for future development of the project, emergency funds and new partnerships.
- Technical Team: 5% - Linear unlocking within 3 years to ensure continuous development of the project
- Miners and Mining Plants: 15% - Used to reward network maintainers and increase computing power based on the number of recommended miners

and mining plants.



Invest in carbon reduction projects:

Invest the raised funds in carbon reduction projects, such as afforestation, renewable energy projects, carbon capture and storage, energy-saving technologies, etc. Set the project investment return rate (IRR) and evaluate the project investment value by predicting the project income.

IRR = (Total project income / initial investment) ^ (1 / investment period) – 1

Token value and market demand:

The value of CEB will be affected by the global carbon market demand. As global policy trends strengthen restrictions on carbon emissions, carbon market demand will continue to increase, thereby increasing the value of CEB. We can calculate the market value of CEB through the following formula:

Market Value (MV) = Market Demand (MD) / Total Supply (TS)

Where:

MV: Market value of CEB

MD: Market demand for carbon emission offsets, which can be predicted through statistical data and policy analysis

TS: Total supply of CEB

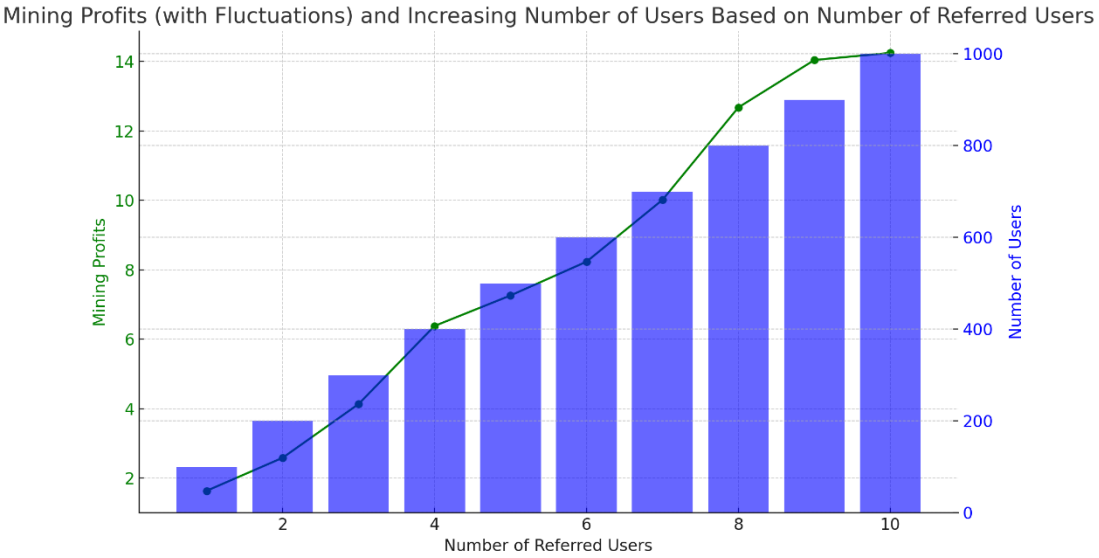
Economic Benefit Analysis of CEB

The CEB team took the lead in proposing and implementing an innovative on-chain Dynamic Proof of Stake (DPoS) token mining scheme, which is groundbreaking in the field of cryptocurrency. Unlike traditional mining methods, this method does not require continuous attempts to find a valid solution to the block through computing power. With the increase in the challenges of current mainstream cryptocurrencies, this traditional method requires an exhaustive hash value process, which not only consumes expensive hardware resources, but also requires a lot of electricity, which runs counter to the environmental protection of the CEB project.

The use of DPoS not only reduces energy consumption, but also improves the scalability of the entire system. In this model, participants are called "validators". They do not need powerful hardware equipment to compete for the opportunity to verify blocks, but participate by staking (locking) the native cryptocurrency on the blockchain. The competition among validators is not based on computing power, but on the number of cryptocurrencies they hold. This method is more environmentally friendly and also promotes more equal participation opportunities.

CEB also adopted a unique strategy in designing its mining incentive scheme. A major feature of this scheme is that the higher the participation, the higher the benefits for everyone. This means that the more people you recommend, the more personal gains you will receive. In addition, CEB will also issue mining token rewards to liquidity providers based on the incentive scheme.

This approach not only encourages wider user participation, but also promotes the liquidity and vitality of the entire system through the reward mechanism.



In summary, the DPoS mining method of CEB enhances efficiency and lowers cost, while keeping its word by protecting the environment. Through this, CEB not only boosts the innovation of technology, but also provides a sustainable and environmental friendly solution to the field of cryptocurrency.

Investment Analysis of Carbon Reduction Project

When evaluating the investment value of carbon reduction projects, net present value (NPV) and internal rate of return (IRR) are two commonly used financial evaluation methods. These methods can help determine whether the investment project is worthwhile and whether it is attractive from an economic perspective.

Net Present Value (NPV)

Net Present Value (NPV) is a method of assessing the economic value of a project. It is calculated as follows:

$$NPV = \sum \left[\frac{CF_t - I_t}{(1+r)^t} \right] - I_0$$

- NPV: Net Present Value, which represents the difference between the expected cash inflows and the initial investment of the project.

- CFt: Cash flow in year t, typically including both revenues and costs.
- It: Investment in year t, which is the annual cost associated with the project.
- r: Discount rate, used to discount future cash flows to present value. The discount rate reflects the time value of money and risk.
- I0: Initial investment, which is the cost required at the beginning of the project.
- IRR: The discount rate that makes the Net Present Value (NPV) of a project equal to zero.

Carbon Emission Calculation and Carbon Credit

To encourage companies and individuals to reduce carbon emissions, we can introduce a carbon credit system. The participants' carbon emissions can be calculated using the aforementioned complex formulae and then linked to carbon credits. Carbon credits can be represented by CEB and calculated using the following formula:

Carbon Credit (CC) = Emissions Reduction (ER) * CEB Value (GV)

Where:

- **CC**: Carbon Credit
- **ER**: Emissions Reduction
- **GV**: Value of CEB

To ensure the market liquidity and price stability of CEB, we can implement the following measures:

Strategies for Market Liquidity and Price Stability:

To ensure market liquidity and price stability for CEB, we can introduce an Automated Market Maker (AMM) in the later stages. Through these mechanisms, users can trade CEB on decentralized exchanges. Additionally, we can design a price stabilization mechanism to adjust market supply by repurchasing and burning CEB.

Increasing Market Demand (MD)

We can attract more users and investors to participate in the CEB ecosystem by conducting marketing activities and improving the quality of products and services.

Ecosystem Development and Partnerships

To ensure the continuous development of the CEB ecosystem, we need to establish partnerships with governments, enterprises, non-governmental organizations (NGOs), and other stakeholders. Here are some potential cooperation directions:

a. **Government Collaboration**: Work with government departments to integrate CEB with carbon emission regulations and reduction policies. For example, the government can include CEB as part of carbon emission permits, incentivizing companies to reduce emissions.

b. **Enterprise Collaboration**: Partner with companies across various industries to promote CEB as part of corporate social responsibility (CSR) and environmental initiatives. Companies can purchase and hold CEB to demonstrate their commitment to environmental protection, enhancing their brand image and market competitiveness.

c. **NGO Collaboration**: Collaborate with environmental organizations on carbon reduction projects. NGOs can distribute CEB to incentivize participants to engage in environmental initiatives and use the market value of CEB to fund these projects.

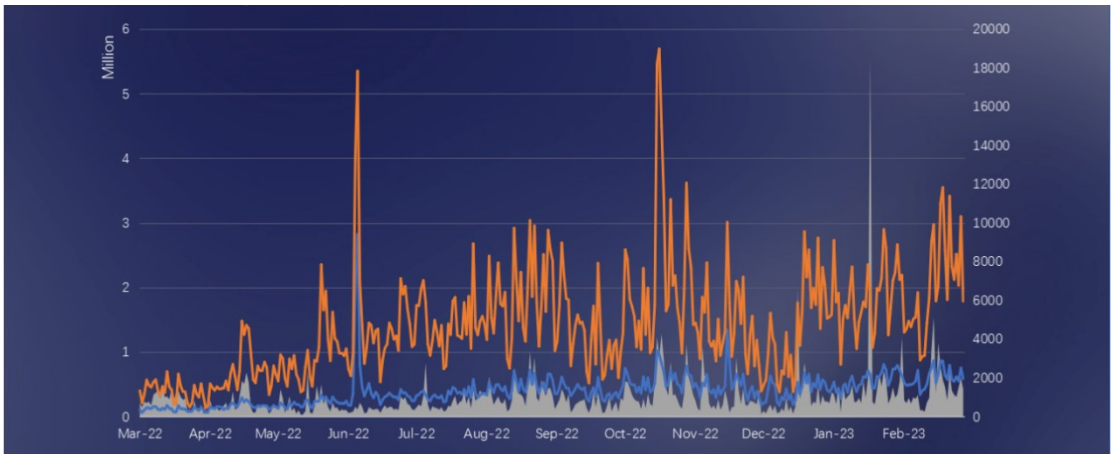
d. **Financial Institution Collaboration**: Work with banks, insurance companies, and investment funds to develop green financial products. For example, launch investment portfolios, bonds, and insurance products based on CEB to attract more funds into the carbon reduction sector.

Token Lock-up Mechanism

Token lock-up, commonly referred to as token vesting or freezing, is a mechanism used in the cryptocurrency and blockchain space to control the

release or availability of tokens over a specific period. It is typically used in initial coin offerings (ICOs), token sales, or as part of various token distribution strategies of blockchain project. The purpose of token lock-up is to incentivize long-term commitment, curb short-term speculative trading, and promote the stability and growth of the project ecosystem.

By managing user funds to maximize returns, CEB can increase the stability of the project token price and reduce volatility caused by large sums in single-currency transactions through this protocol.



As a Multi-Chain Protocol

CEB believes that each token should achieve better on-chain liquidity in an efficient and sustainable manner. By creating a one-stop liquidity service, we aim to provide each partner with exceptional on-chain liquidity, akin to a continuously flowing spring, providing lasting and abundant liquidity.

Token Burning Mechanism

The token burning mechanism is an important concept in blockchain transactions. It involves permanently removing a certain amount of tokens to reduce the total supply in circulation. Token burning typically aims to reduce circulating supply, potentially increasing the scarcity and value of the remaining tokens. This can be viewed as an economic strategy to control inflation or influence market prices.

Let:

- X be the new total supply after the transaction,

- Y be the total supply before the transaction,
- Z be the number of tokens per transaction,
- R be the burn rate.

The formula can be derived as follows:

$$X = Y - (Z \times R)$$

CEB adopts a dynamic token burning mechanism, which adjusts the burn rate according to different stages of transaction volume. Specifically, the burning mechanism operates under the following rules:

- The burn rate is set at 5% per transaction. That is, 5% of CEB tokens are burned in each transaction.

Additionally, to increase value more rapidly, every 1 million CEB tokens traded will result in burning 50 million CEB tokens from the platform, plus the 5% CEB burned per transaction, until the platform's total CEB supply is reduced to 10 million tokens. No further burning will occur after this threshold is reached.

The purpose of this burning mechanism is to control the circulating supply by adjusting the burn rate, thereby potentially influencing the market value of the tokens. This dynamic burning strategy helps to flexibly adjust according to market conditions and transaction activity, aiming to maintain the token's stability and value. It is important to note that this burning mechanism may have different impacts depending on market and transaction behaviors.

Data Analysis and Model Optimization

By analyzing market data, carbon emissions, and the returns of carbon reduction projects, we can optimize the CEB token economic model. For example, we can adjust the inflation rate according to market demand and carbon emissions to maintain the stability of CEB value.

Data analysis may include the following aspects:

- **Carbon Market Demand Analysis**: Track international policies and carbon market trends to predict future changes in carbon market demand. Currently, the London carbon credit trading price is on the rise,

expected to exceed $100 per ton in the future.

- **CEB Value Analysis:** Evaluate the value fluctuations of CEB in the market and investor demand.
- **Carbon Reduction Project Returns Analysis**: Assess the internal rate of return (IRR) and net present value (NPV) of different projects to provide a basis for investment decisions.
- **Community Activity and Ecosystem Development Analysis**: Evaluate the development status of the CEB ecosystem, such as community activity and partnerships.

Through the above in-depth analysis and optimization, the CEB token economic model will be more refined, capable of achieving carbon reduction goals while providing sustainable profit opportunities for project parties, participants, and trading platforms.

Carbon Emission Calculation Methods and Standards

Carbon emissions are typically calculated using the following formula:

$$CE = \sum(EFi * ACi)$$

Where:

- CE represents carbon emissions,
- EFi represents the emission factor of the i-th greenhouse gas,
- ACi represents the activity data of the i-th greenhouse gas (e.g., fuel consumption, raw material usage in the production process).

To ensure the accuracy of carbon emissions, we can refer to internationally recognized emission calculation standards, such as the IPCC (Intergovernmental Panel on Climate Change) guidelines and the GHG (Greenhouse Gas) Protocol.

Carbon Credit Evaluation and Certification

To measure the actual effects of carbon reduction projects, we can calculate carbon credits using the following formula:

$$CC = BE - AE$$

Where:

- CC represents carbon credits,
- BE represents the baseline emissions before the project,
- AE represents the actual emissions after the project.

This formula helps us evaluate the reduction effect of projects and convert this effect into specific carbon credits.

To ensure the reliability and fairness of carbon credits, we can cooperate with third-party certification bodies, such as the Verified Carbon Standard (VCS) and Gold Standard, to audit and certify the emission calculations and carbon credit generation of carbon reduction projects.

Role of Carbon Credits in the Token Economic Model

Carbon credits play a crucial role in the CEB token economic model, which can be further broken down into the following aspects:

1. **Carbon Credits as a Value Measurement Standard**: Carbon credits quantify carbon reduction effects into a tradable, measurable standard. This allows various carbon reduction projects to be compared and evaluated within a unified framework, aiding in optimizing project investment decisions. By introducing carbon credits, CEB can reflect the actual effects of carbon reduction projects, offering more attractive investment choices to investors.
2. **Carbon Credits Supporting CEB Value Stability**: Carbon credits provide a stable value foundation for CEB. Since the value of carbon credits is directly linked to the global demand for carbon reduction, their value is expected to steadily increase as carbon reduction targets become stricter and carbon markets develop. This supports CEB tokens in maintaining relatively stable market value.
3. **Carbon Credits Promoting Ecosystem Diversification**: Carbon credits can be used in various application scenarios within the CEB ecosystem, such as green financial products, carbon offset

services, and corporate carbon emission management. This helps create a diverse and highly interactive ecosystem, further enhancing the liquidity and utility of CEB.

4. **Carbon Credits Assisting Policy Implementation and Compliance**: Carbon credits can help governments and companies better implement carbon reduction policies and meet compliance requirements. Globally, more and more countries and regions are implementing carbon emission limits and trading policies. By combining carbon credits with CEB, companies can more easily participate in carbon markets, reduce carbon reduction costs, and meet regulatory requirements.

5. **Carbon Credits Enhancing Social Responsibility and Brand Reputation**: As environmental awareness grows, companies and individuals are increasingly concerned with their carbon footprint. By participating in the CEB ecosystem, companies can showcase their carbon reduction efforts, enhancing their brand image and reputation. Individuals can also support carbon reduction projects by purchasing CEB, achieving their personal environmental goals.

Through the above descriptions, we can see the key role of carbon credits in the CEB token economic model. The following will further analyze its impact on the CEB ecosystem:

Innovation and Improvement of Carbon Credits Incentivizing Project

By linking carbon credits with the value of CEB tokens, CEB provides a unique incentive mechanism. This mechanism encourages users to hold and accumulate CEB tokens, as the amount of held tokens increases, the proportion of the carbon credits users can release daily increases as well.

Carbon Credits Promote Blockchain Technology in Carbon Reduction:

The introduction of carbon credits will help integrate CEB blockchain

technology with the carbon reduction field closely. The transparency, decentralization, and immutability of blockchain technology can improve the accuracy and reliability of carbon credits, and reduce fraud risk. Blockchain technology can also effectively lower transaction costs in the carbon market and improve transaction efficiency.

Carbon Credits Providing Value-Added Services for CEB

Carbon credits can provide additional value-added services for CEB, such as carbon auditing, carbon consulting, and carbon data analysis. These services can help companies and individuals better understand and manage their carbon emissions, achieving carbon reduction goals. These value-added services also help enhance the value and utility of CEB tokens.

Carbon Credits Support Global Carbon Reduction Goals:

Combining carbon credits with CEB will help expand the investment and implementation range of carbon reduction projects, supporting the achievement of global carbon reduction goals. By directing funds into carbon reduction projects, the CEB ecosystem will make a positive contribution to combating climate change globally.

Carbon Credits Boost Green Industry Development:

The widespread application of carbon credits within the CEB ecosystem will stimulate the development of green industries. Green industries include renewable energy, energy-saving technologies, green buildings and so forth. The development of these fields will provide strong support for global economic transformation.

In summary, carbon credits play multiple crucial roles in the CEB token economic model, significantly contributing to promoting carbon reduction and achieving global carbon neutrality goals. At the same time, carbon credits will drive the diversified development of the CEB ecosystem, creating more value for investors, companies, and individuals.

Why Choose BSC as the Underlying Platform?

Binance Smart Chain (BSC), developed by the world's largest cryptocurrency exchange Binance, is one of the main chains in Binance's dual-chain mechanism. BSC can be seen as a blockchain running parallel to Binance Chain, primarily serving Binance's DeFi ecosystem and completing Binance's dual-chain model. BSC has certain innovations in its consensus algorithm, adopting the Proof of Stake Authority (PoSA) consensus algorithm, which combines the features of Delegated Proof of Stake (DPoS) and Proof of Authority (PoA). It operates on a network of 21 validator nodes, providing instantons block that establish a high-speed infrastructure for DeFi protocols.

The "smart" in BSC is reflected in its smart contract capabilities: BSC supports smart contract development, is compatible with the existing Ethereum Virtual Machine (EVM), and all applications and tools within its ecosystem. Developers can easily migrate and deploy Ethereum DApps, saving development effort. Finally, as a parallel chain that can interact with ETH, BSC natively supports cross-chain communication and transactions. Overall, BSC's technical advantages are evident in the following aspects:

Smart Contracts: BSC supports the development of smart contracts. Diverse DApps are the basic elements of the DeFi ecosystem, and smart contracts represent the underlying rules and operational logic of DApps. At the same time, programmability greatly increases BSC's scalability, enabling diverse DApp functionalities. Therefore, smart contracts are the cornerstone of building Binance's DeFi ecosystem.

EVM Compatibility: BSC is compatible with the existing Ethereum Virtual Machine (EVM) and all applications and tools within its ecosystem. The significance of EVM compatibility lies in its ability to maximize compatibility with the currently most popular Ethereum ecosystem, attracting developers and

overflow funds from Ethereum.

Based on the above reasons, we chose BSC as the foundational chain for issuance. BSC will create many possibilities for the system construction and cross-chain ecosystem compatibility of the CEB platform.

Global Team

The CEB project is initiated by the European Environmental Organization (EEO), a leading authority in the environmental sector with extensive experience. EEO is dedicated to promoting environmental protection across Europe and globally. Through the CEB project, EEO aims to leverage blockchain technology to provide an innovative solution for the global carbon trading market, thereby advancing carbon reduction and environmental protection efforts.

Core Members

The core members of our team bring rich experience and professional expertise in digital currency technology development, marketing, environmental science, and finance, providing a solid foundation for the successful development of the project.

John Smith (Founder & CEO)

John Smith is the founder and CEO of the CEB project. With over 15 years of software development experience, John has held senior technical positions at leading global internet companies. He entered the blockchain field in 2015, focusing on its applications in the environmental and energy sectors.

Passionate about carbon reduction and climate change, John aims to contribute to global carbon reduction through the CEB project.

Samira Asma (Co-Founder & CMO)

Samira Asma is the co-founder and Chief Marketing Officer of CEB. With over 18 years of marketing experience, she has held key positions in the marketing departments of globally renowned companies. Samira has in-depth research experience in the environmental sector and a comprehensive understanding of the global carbon market and carbon policies. She will leverage her marketing expertise and environmental knowledge to lead the CEB project to market success.

Dr. Emily Brown (Chief Scientist)

Dr. Emily Brown is the Chief Scientist of CEB. Holding a Ph.D. in environmental science, she has worked as a project researcher at internationally renowned research institutions. Dr. Emily has extensive research experience in climate change, carbon reduction, and sustainable development. She is responsible for the research and development of core technologies in the CEB project, including carbon emission calculation methods and carbon credit evaluation and certification.

Michael Johnson (Chief Financial Officer)

Michael Johnson is the Chief Financial Officer of CEB. With over 20 years of financial experience, he has held senior positions at internationally renowned investment banks. Michael is well-versed in financial markets and investment, with a deep understanding of blockchain technology applications in finance. He will oversee financial management, investment strategies, and risk control for the CEB project.

Linda Williams (Chief Operating Officer)

Linda Williams is the Chief Operating Officer of CEB. With over 10 years of experience in enterprise operations and management, she has held key positions at several internationally renowned companies. Linda has extensive

practical experience in supply chain management, project execution, and team coordination. She will be responsible for daily operations, strategic planning, and business development of the CEB project.

Ronnie Wood (Chief Technology Officer)

Ronnie Wood is the Chief Technology Officer of CEB. With over 12 years of software development and technical management experience, he has led technical teams at several renowned tech companies. Ronnie has deep expertise in blockchain technology and smart contract development. He will lead the technical team in charge of the technical implementation and product development of the CEB project.

Miriam Adelson (Chief Compliance Officer)

Miriam Adelson is the Chief Compliance Officer of CEB. With over 15 years of experience in the legal field, she has worked as a lawyer at well-known law firms, specializing in financial and blockchain-related matters. Miriam has a thorough understanding of global financial regulatory policies and compliance requirements. She will be responsible for the legal framework, compliance affairs, and risk management of the CEB project.

Tom Jackson (Director of Ecosystem Development)

Tom Jackson is the Director of Ecosystem Development for CEB. With over 13 years of experience in business development and partnerships, he has held key positions at various international companies. Tom has extensive knowledge of carbon market participants, government policies, and environmental organizations. He will oversee ecosystem development, partnerships, and collaborations with governments, enterprises, and NGOs for the CEB project.

These core team members collectively provide comprehensive support for the CEB project, ensuring its smooth progress and the achievement of its objectives. They will lead the entire team in striving to develop CEB into a globally leading blockchain project for carbon reduction and environmental protection.

Risk Warning and Disclaimer

CEB is a public welfare, non-profit environmental project. The future internal incentive and operational mechanisms of the system will adopt virtual digital assets (virtual goods) instead of monetary rewards. The digital assets generated by the system can be used as rewards for maintaining the system. However, to facilitate resource exchange between the system and other systems or social entities, a certain amount of other virtual digital assets such as BSC and ETH are required.

The value goal created by the CEB mechanism is to generate application platforms and use scenarios for participants and holders, as well as the application value and scarce experience of virtual carbon neutrality, rather than monetary value or trading value. We cannot guarantee that the value of CEB will always appreciate; in some cases, its perceived value may decline. Please read the CEB white paper carefully to fully understand CEB's technical characteristics, risks, and return features.

Despite the CEB team's diligence, effort, and fulfillment of management duties, buyers still face risks, including potential policy risks, economic cycle risks, liquidity risks, information security risks, market volatility risks, and more.

Participants in the CEB project need to fully consider their risk tolerance, make rational judgments, and make prudent decisions. By participating in the project, you acknowledge and accept the project risks and are willing to bear all corresponding results or consequences.

Nothing in this white paper constitutes legal, financial, business, or tax advice. You should consult your own legal, financial, business, or other professional advisors before participating in any related activities. Community staff, project development team members, third-party development organizations, and service providers are not liable for any direct or indirect damage or loss that may result from the use of this white paper. This white

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This white paper is a conceptual document intended to describe the visionary development goals of the CEB project, which may be modified or replaced from time to time. There is no obligation to update the white paper or provide information beyond the scope of this white paper. All statements, press releases, and publicly accessible statements contained in this white paper, as well as oral statements that may be made by the community and the CEB team, constitute forward-looking statements (including statements of intent and confidence and expectations regarding current market conditions, operating strategies and plans, financial conditions, specific regulations, and risk management decisions). Please do not rely excessively on these forward-looking statements, as they involve known and unknown risks, uncertainties, and other factors that may cause future actual results to differ materially from those described in these forward-looking statements. It should be noted that these statements and assumptions have not been independently reviewed or assessed for reasonableness. These forward-looking statements are only applicable to the date indicated in this white paper. The community and the CEB

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